



**2019 CATALOG &
INTEGRATED
MARKETING SUMMIT**

INTEGRATED: THE SMARTER
PATH TO PROFITABILITY

PHILADELPHIA, PA | APRIL 24-25 2019

Moving Marketing to the Next Level

Presented by: Ross Kramer, Founder & CEO, LISTRAK


April 24-25, 2019

cohereOne



Thought Leadership Dinners



A large crowd of people is shown from behind, with many of their hands raised in the air. The scene is dimly lit and has a strong blue color cast. The people are densely packed, and their hands are scattered across the upper half of the frame, suggesting a survey or a public event.

how many of you are good drivers?

how many of you are doing everything you can do to engage customers, drive revenue and build loyalty for your brand?

OUR RESEARCH PROCESS

Revenue Gap AnalysisSM

Our team of researchers experienced your current marketing programs from the only perspectives that matter – those of your customers – and identified gaps where you're leaving significant revenue on the table.

To give you a true look at what your customers are receiving, our rigorous research and analysis involves:

- A custom-built research lab
- Desktop & mobile site shopping
- On-site product abandonment
- Receipt & cataloging of all campaigns received
- Dedicated computers on an external internet connection
- Unique research email addresses & mobile phone number
- On-site cart abandonment
- Thorough review & analysis of your full marketing program
- A dedicated iPhone 10 on an external plan & network
- Email subscription via every available acquisition source
- Online purchasing
- Benchmarking against best-practices
- 15 marketing researchers on staff
- Personas with different genders, product preferences & interest segmentation
- Deliverability & inbox placement observation
- Actionable optimization opportunities ranked by cost-to-implement & incremental revenue gain

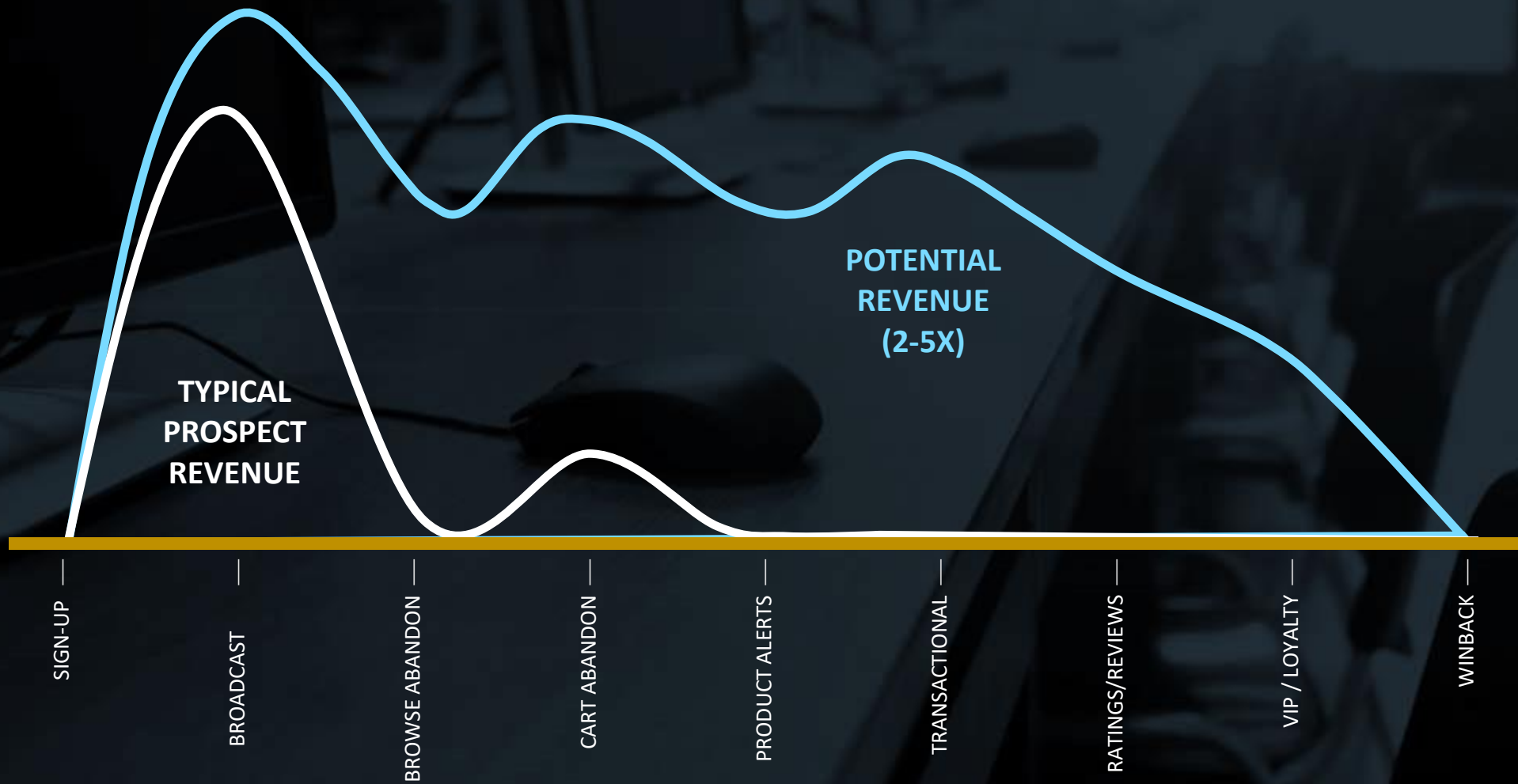
Example 1: RGA Benchmarking Summary

Program	Prospect Score	Benchmark	Revenue Opportunity
PROMOTIONAL EMAIL CAMPAIGNS	★★	★★★★★	\$ \$ \$ \$ \$
ABANDONMENT CAMPAIGNS	★★	★★★★★	\$ \$ \$ \$ \$
POST-PURCHASE & BOUNCE-BACK CAMPAIGNS	★	★★★★★	\$ \$ \$ \$ \$
PREDICTIVE PRODUCT RECOMMENDATIONS	★★	★★★★	\$ \$ \$ \$
PROMOTIONAL SMS CAMPAIGNS		★★	\$ \$ \$ \$
IDENTIFICATION & ACQUISITION	★★★	★★★	\$ \$ \$
TARGETED PRODUCT ALERTS		★★★	\$ \$ \$
TRANSACTIONAL CAMPAIGNS	★★	★★★	\$ \$
WELCOME & NURTURING CAMPAIGNS	★	★★★★	\$ \$

Example 2: RGA Benchmarking Summary

Program	Prospect Score	Benchmark	Revenue Opportunity
PROMOTIONAL EMAIL CAMPAIGNS	★★★	★★★★★	\$ \$ \$ \$ \$
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PREDICTIVE PRODUCT RECOMMENDATIONS		★★★★	\$ \$ \$ \$
PROMOTIONAL SMS CAMPAIGNS		★★	\$ \$ \$ \$
IDENTIFICATION & ACQUISITION	★★	★★★	\$ \$ \$
TARGETED PRODUCT ALERTS		★★★	\$ \$ \$
TRANSACTIONAL CAMPAIGNS		★★★	\$ \$
WELCOME & NURTURING CAMPAIGNS	★	★★★★	\$ \$

Extremely Consistent Results Across Retailers

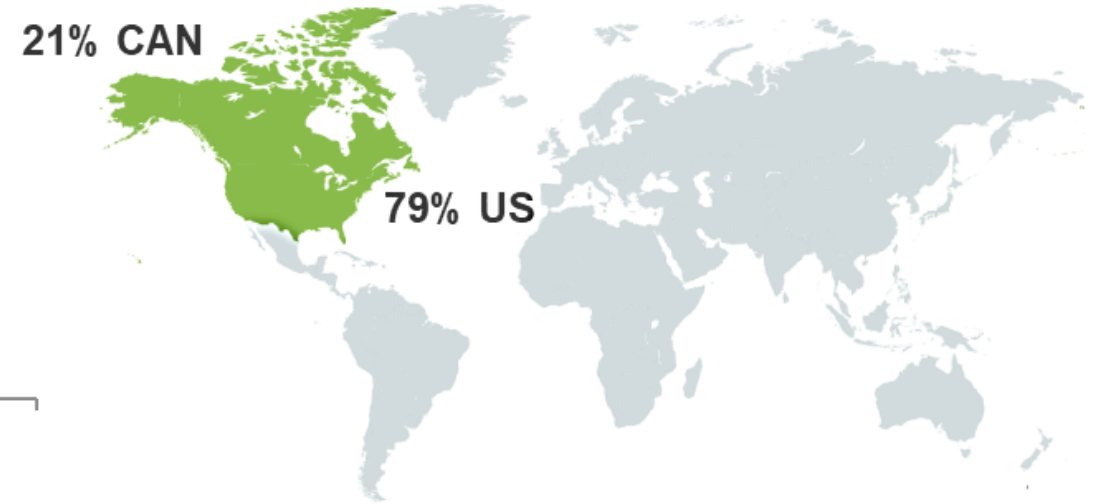
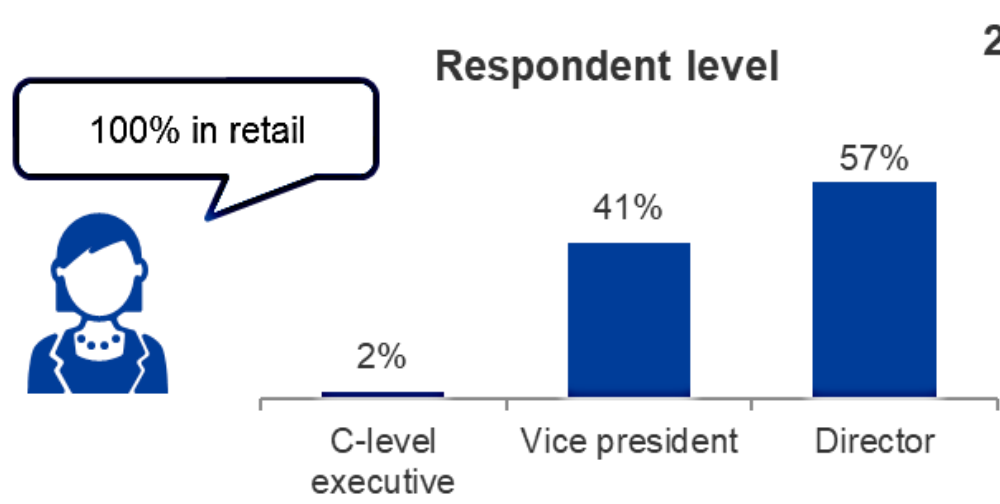


why are smart people missing key opportunities for engagement/revenue?

Who could help us validate and understand this phenomenon?

FORRESTER®

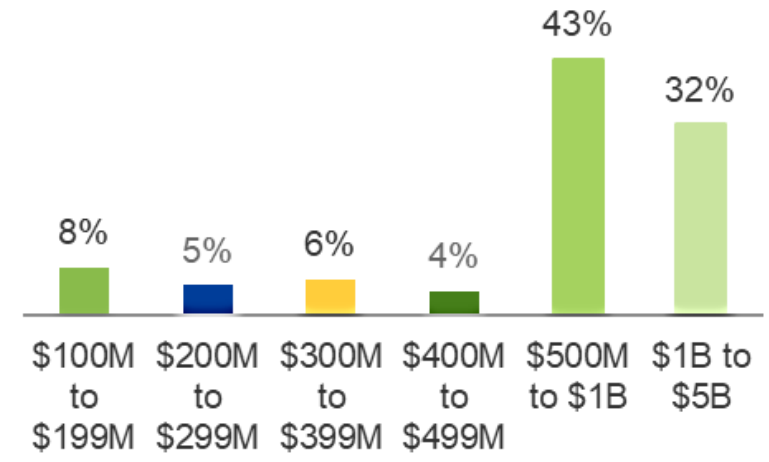
Respondent Demographics - Retailers



Engagement channels



Company revenue



Base: 200 marketing and eCommerce decision-makers working at retailers in the US and Canada
 Source: A commissioned study conducted by Forrester Consulting on behalf of Listrak, November 2018

And while
**94% of the
retailers we
surveyed
believe that
their company
“embodies
customer
obsession” ...**

Q2-How strongly do you agree with the following statement:
"My company embodies customer obsession."

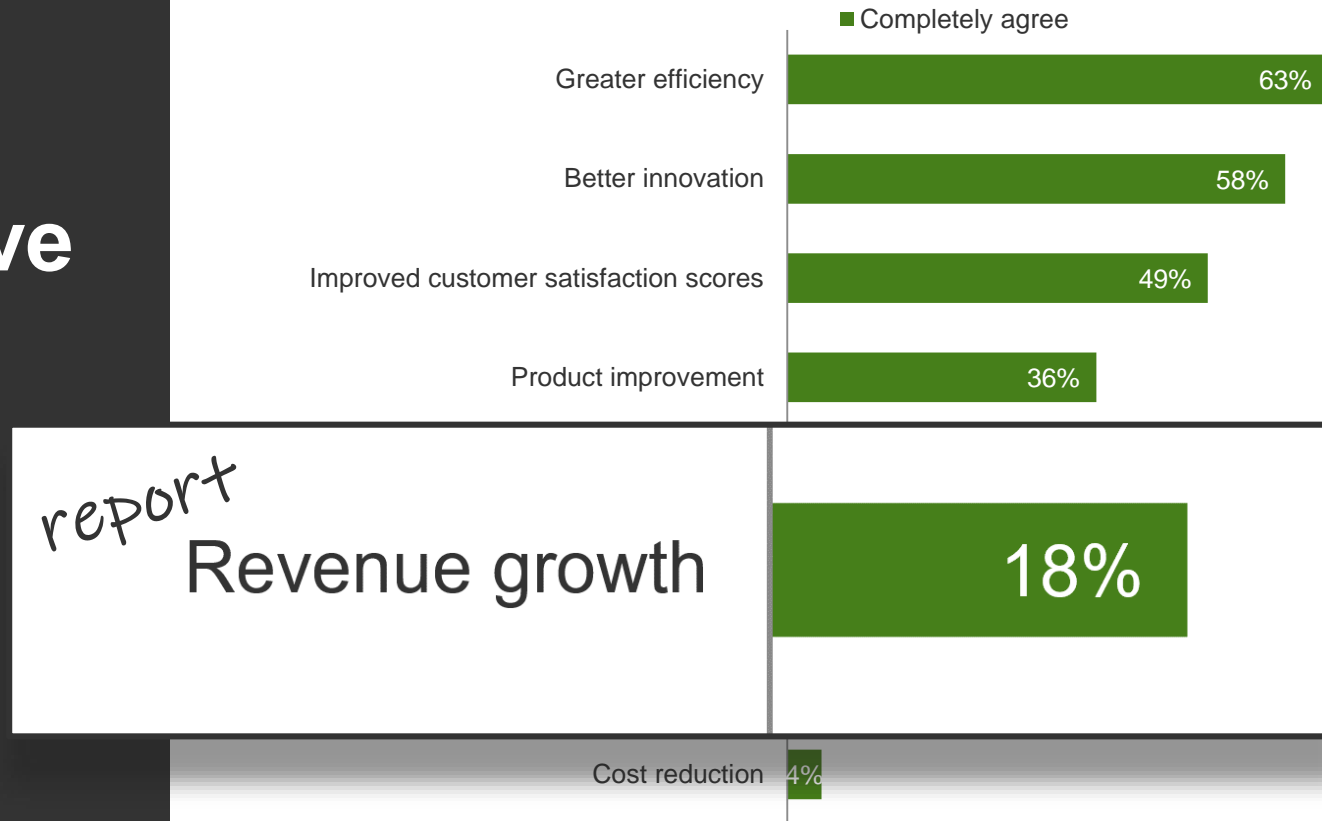
**94% of retailers believe they
embody “customer obsession”**

Strongly agree
Somewhat agree

Base: 200 marketing and eCommerce decision-makers working at retailers in the US and Canada
Source: A commissioned study conducted by Forrester Consulting on behalf of Listrak, November 2018

Overall, efforts of retailers toward customer obsession have resulted in efficiency and innovation – but revenue gains lag

Q3-To what extent do you agree your company has experienced the following because of your pursuit of customer obsession?

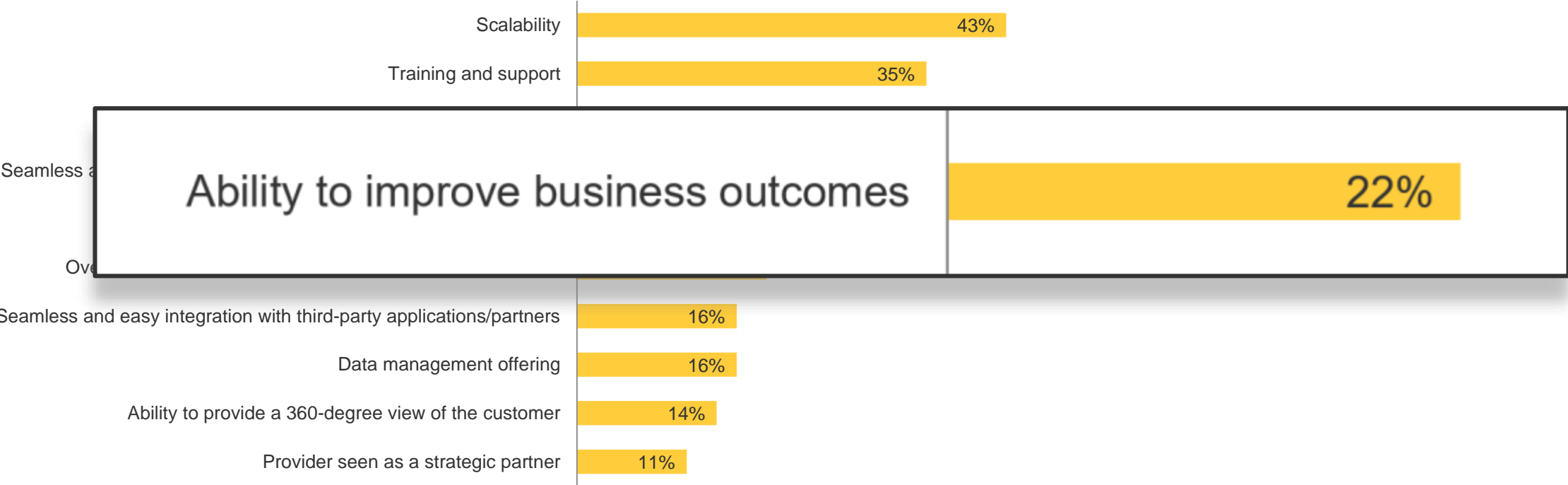


Base: 200 marketing and eCommerce decision-makers working at retailers in the US and Canada
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Improving business outcomes sits remarkably low in importance...

Q17- How important are the following criteria when considering investing in a marketing technology?
(Percent rated "Very important")

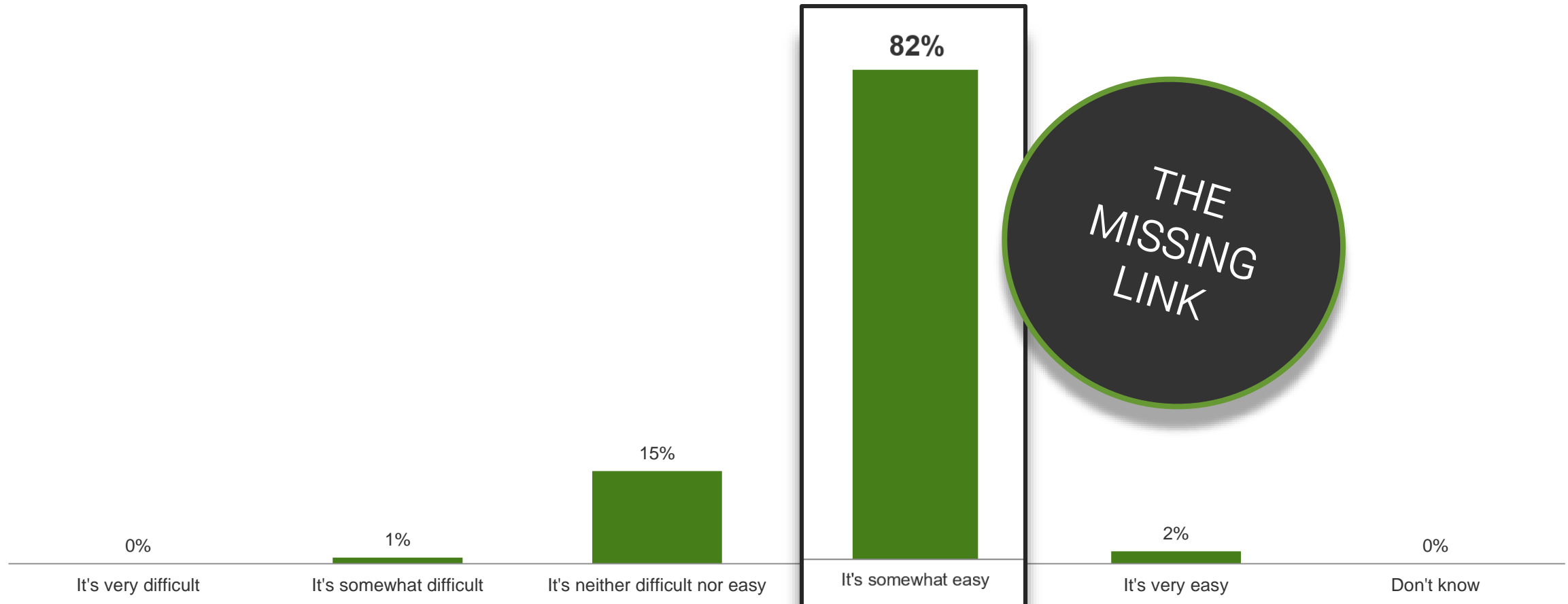
Very important



Base: 200 marketing and eCommerce decision-makers working at retailers in the US and Canada
 Source: A commissioned study conducted by Forrester Consulting on behalf of Listrak, November 2018

Is It Easy to Link Features to Results?

Q15-As a marketer in your industry, to what extent do you believe you and your peers find it easy or difficult to tie features and functionality to business outcomes?



Base: 200 marketing and eCommerce decision-makers working at retailers in the US and Canada

Source: A commissioned study conducted by Forrester Consulting on behalf of Listrak, November 2018

could it be harder to translate
features into results than we think?

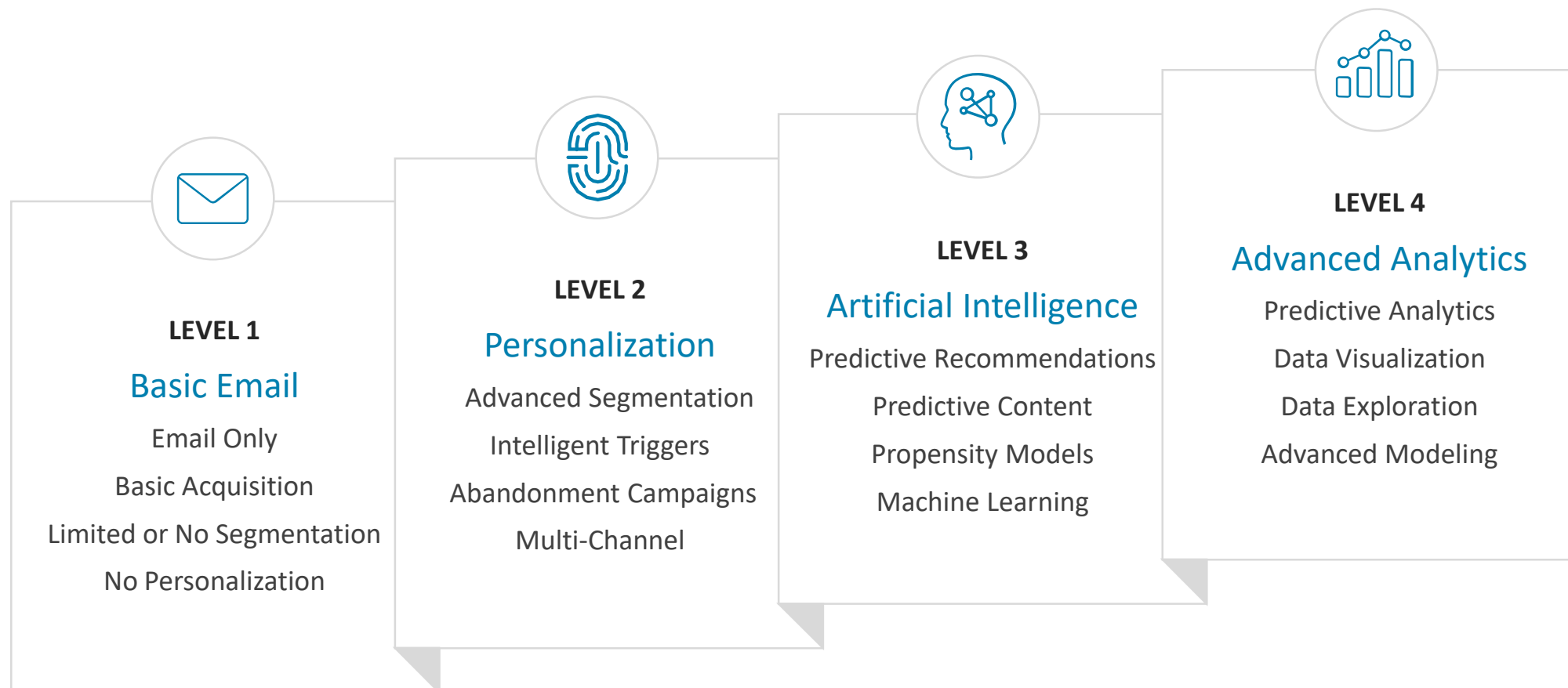
could it be that...

maybe...
**ALL FEATURES
AREN'T CREATED
EQUAL...**

maybe...
**BEST PRACTICE
DEPLOYMENT
REALLY MATTERS...**

maybe...
**CONTINUOUS
OPTIMIZATION IS
ESSENTIAL...**

Typical Client Maturity Model



STUART
WEITZMAN

YANKEE
CANDLE

VINCE.

LOVESAC

ST. JOHN

HUDSON

Personalization
MALL.COM

ISI
SIGNATURE
HARDWARE

Rowenta

IPPOLITA

Too Faced
COSMETICS

ADRIANNA PAPELL

aden + anais®

ten thousand villages

NORMAKAMALI

TYR

hanky
panky

WHITE+WARREN

KIRKLAND'S
Home Décor, Gifts & More

PAIGE

bluemercury®
makeup • skincare • spa

BEYOND PROPER
by BOSTON PROPER

4moms

yummie

DONALD/PLINER

Miele

PAPYRUS

goop

SIGMA®

DEAN & DELUCA

JIMMY
JAZZ

DARTAGNAN
PRODUCTION OF EXCELLENCE

SPANX®

HA

Trusted by 1000+ Retailers and Brands

ERVE BAR

EVERYTHING BUT water

ARAM
MICHAEL ARAM

Marmot

ell Stover

BAZAAR

MINNETONKA®

JAMES PERSE

KENDRA SCOTT

JOCKEYS

travis Mathew

A'GACI

J. McLaughlin

TIMBUK2
SAN FRANCISCO

Rubbermaid

john varvatos

BIGELOW
ESTABLISHED 1858
APOTHECARIES

journelle

ERNO LASZLO
NEW YORK

Milk
MAKEUP

THE GROMMET®

SPENCER'S

J. LINDBERG

LE CREUSET

Peet's Coffee & Tea

Robert Graham®

Rainbow

JOMASHOP

CRANE & CO.

Oscar de la Renta

Soft Surroundings
my time. my place. my self.

TATE'S
BAKE SHOP
SOUTHAMPTON, NY
ESTABLISHED 1892

BIR BEYOND THE RACK

Goody

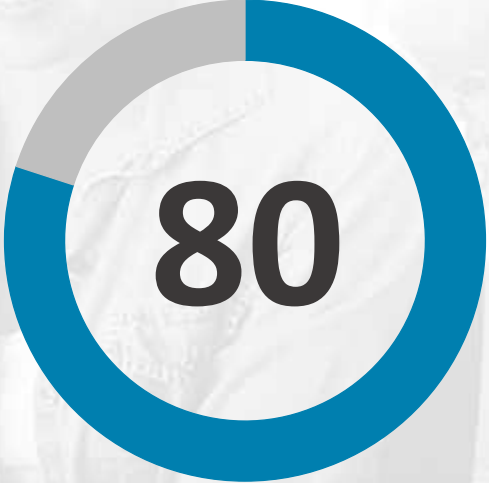
WOOLRICH
EST. 1830

BRAHMIN

GARDENER'S
SUPPLY COMPANY

BAM!
BOOKS-A-MILLION

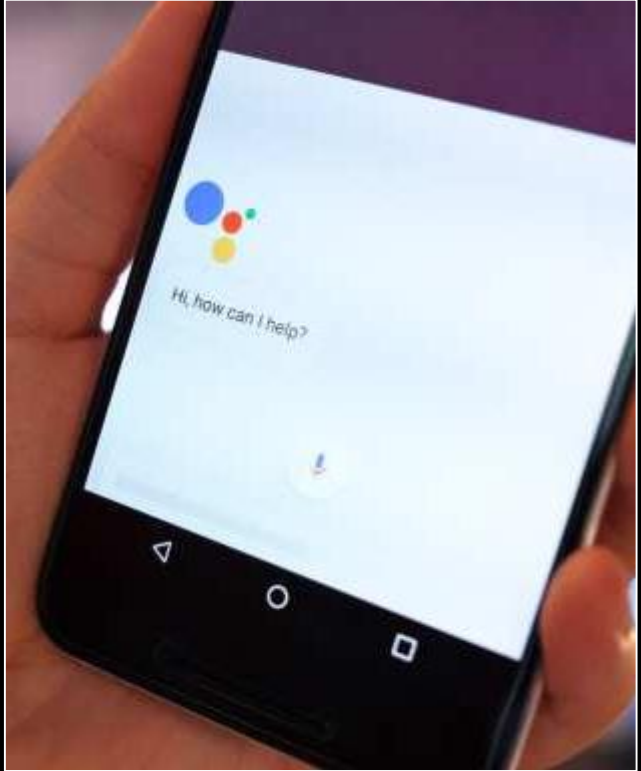
Industry-Leading Net Promoter Score



63 Apple 64 Nordstrom 70 Vanguard 73 USAA 75 Ritz Carlton **80 Listrak**

Next-Level Must-Have: Predictive Analytics

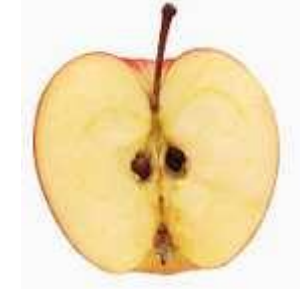




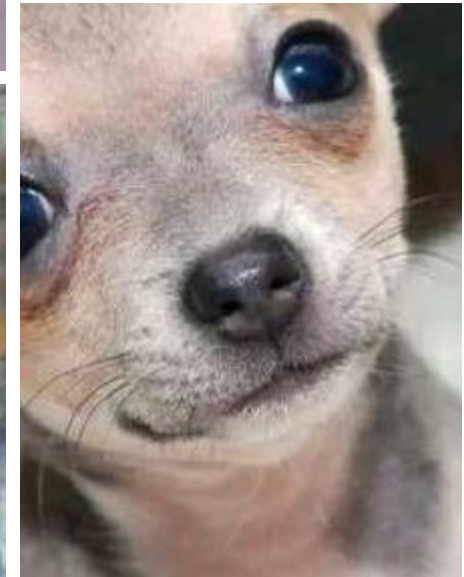
Labradoodle or Fried Chicken?



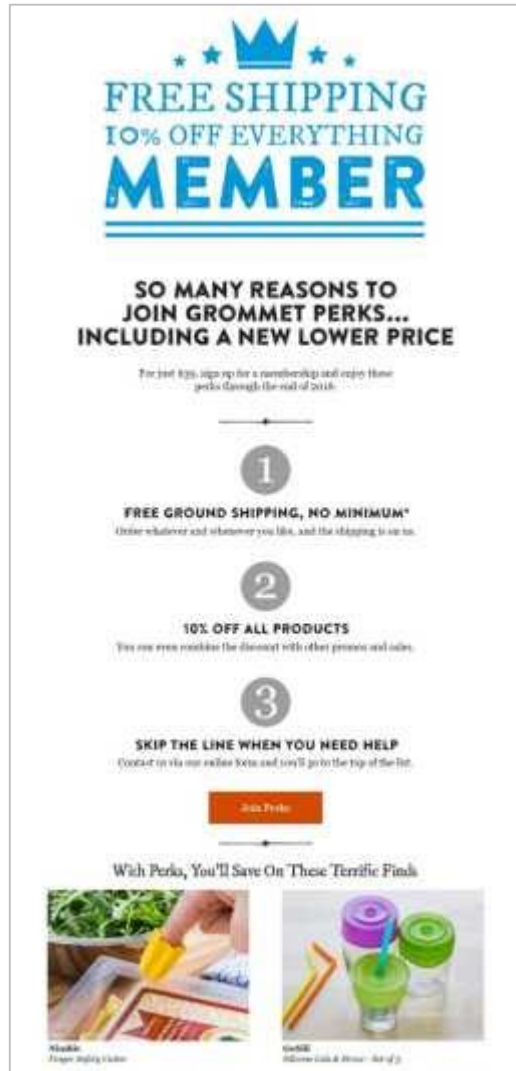
Apple or Barn Owl?



Chihuahua or Blueberry Muffin?



Real-Life Predictive Analytics Face-Off



Team Name:	Filters
Selection Method:	People in room
Selection Criteria:	3+ order count \$200+ spend <30 days email click <7 days email open
Segment Size:	12% of total list
Results:	Status quo (lacking)

Use predictive analytics
for groups that you might not
be focusing on enough today...

SUBSCRIBED



Most Likely to Purchase

SUBSCRIBED



Most Likely to Purchase

UNSUBSCRIBED



Most Likely to Purchase
ADDITIONAL 19%



Facebook Custom Audiences,
Google Customer Match

Display Advertising
On-Boarding

SMS, App Push, Desktop Push,
Facebook Messenger

SUBSCRIBED



Most Likely to Purchase

UNSUBSCRIBED



Most Likely to Purchase
ADDITIONAL 19%



Facebook Custom Audiences,
Google Customer Match

Display Advertising
On-Boarding

SMS, App Push, Desktop Push,
Facebook Messenger

NEVER SUBSCRIBED



Most Likely to Purchase
ADDITIONAL 9%

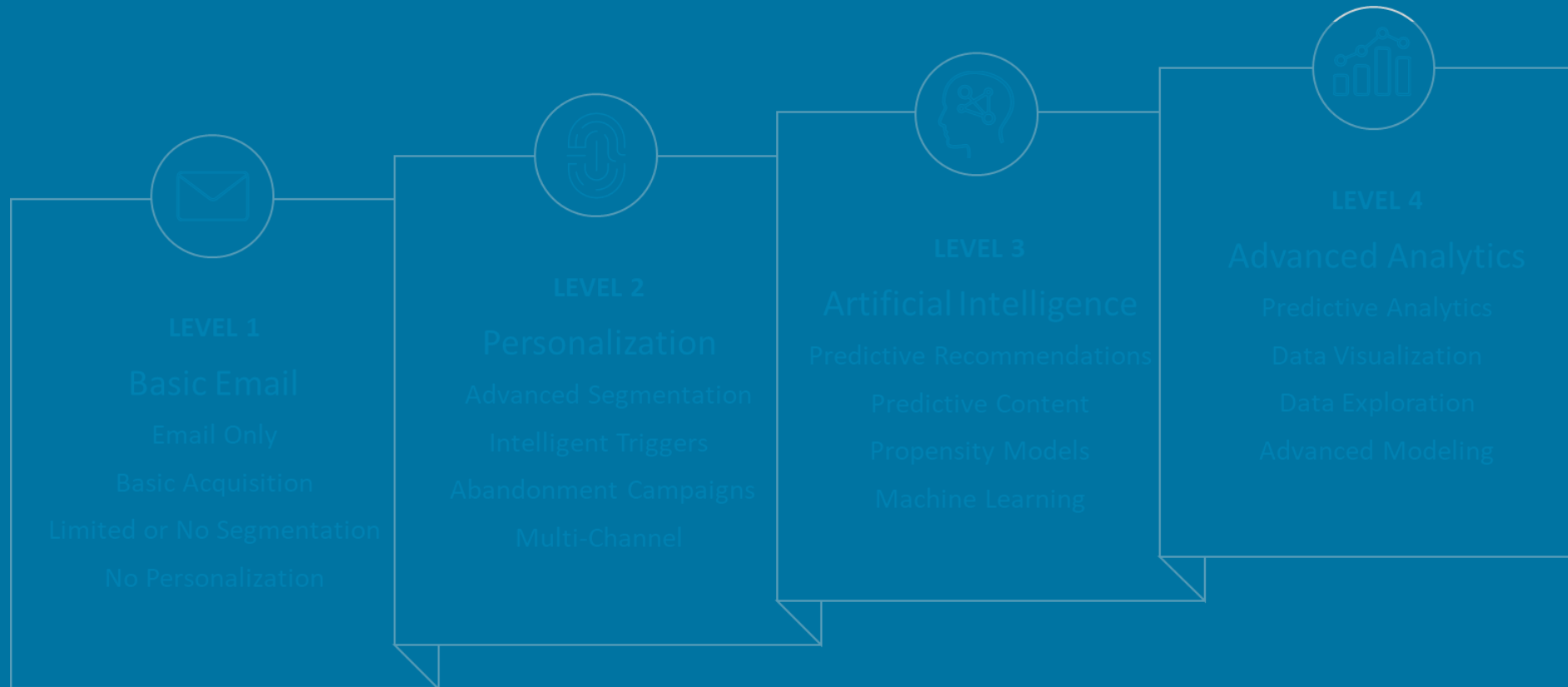


Curated Multi-Wave
Email Welcome Series

Other Predictive Ideas to Test...

- **Decrease frequency** to those less likely to buy (1X or 2X weekly)
- **Increase frequency** to those more likely to open and buy (1X or 2X daily)
- Consider **additional daily campaign** to those likely to open and likely to buy
- **Target likely to open and not mailed** recently (small but mighty!)

Next-Level Must-Have: Tap-to-Join



We've got a problem...

Email Acquisition Rates Are Stagnating...

overuse of pop-ups as a primary means of email acquisition...

massive shift from desktop to mobile traffic...

Google "head fake" penalizes SERPS of pop-ups on mobile devices...

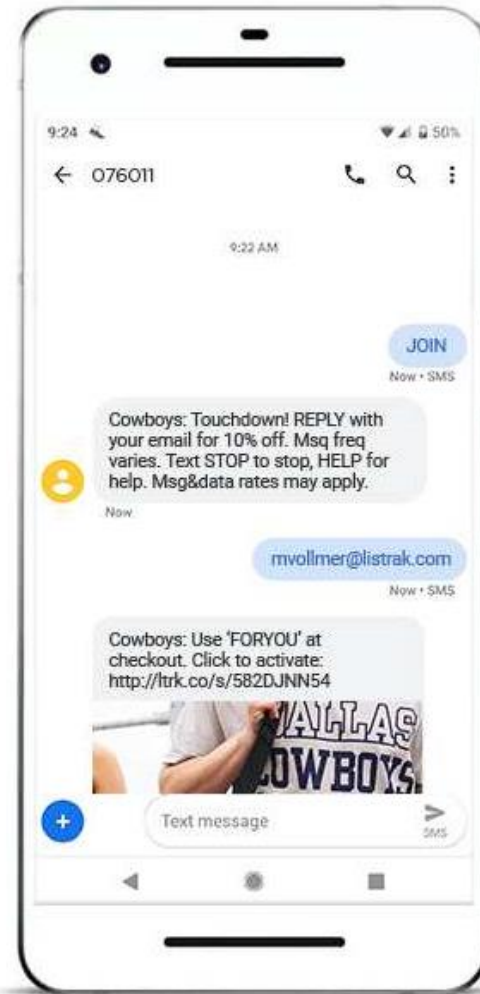
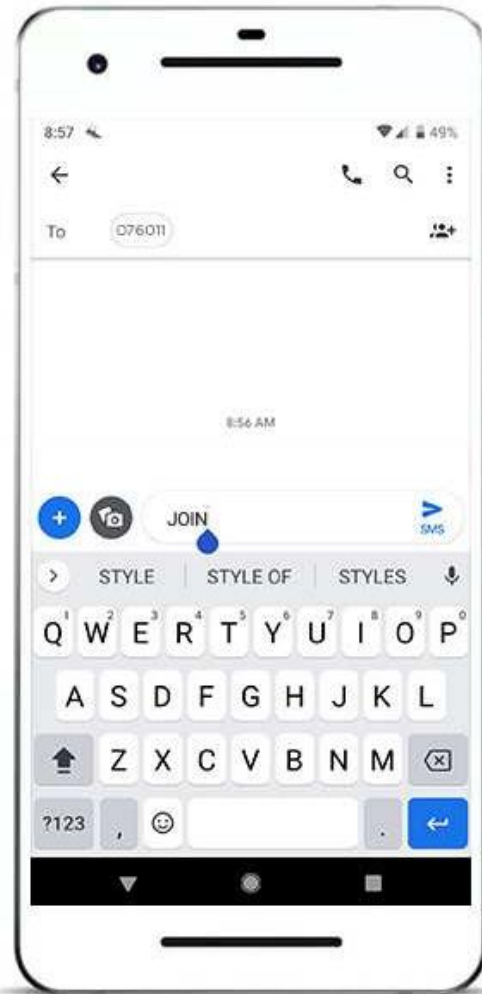
mobile pop-ups become small and ineffective...

“People don’t like to type their email address on mobile devices”

...so maybe consumers don’t like to type in mobile Safari or Chrome...

BUT WE LOVE to type like crazy in our messages apps...right?

Introducing Tap-to-Join



Tap-to-Join Results



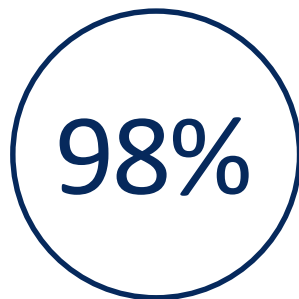
2x-4x higher engagement rates than email pop-up

collecting **2x-4x more SMS numbers** than traditional pop-up

60% - 90% consumers give their email address

net increase in email acquisition while building SMS list

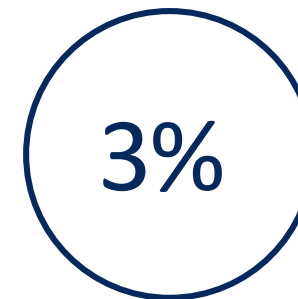
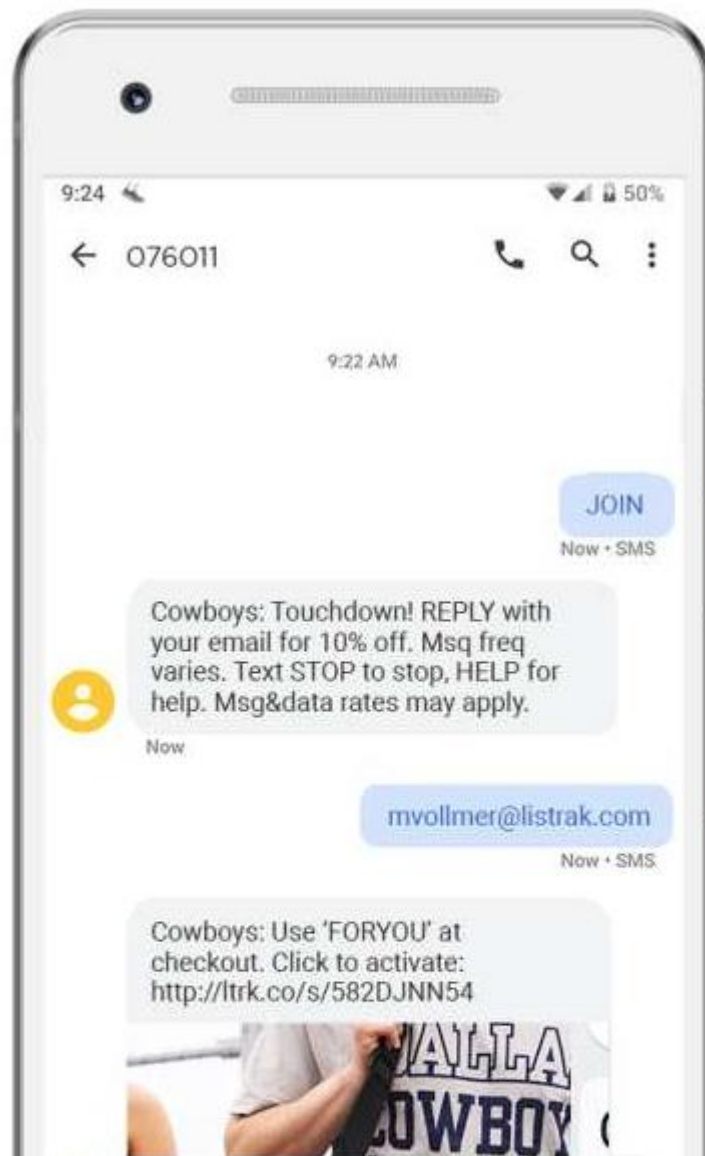
Unparalleled Message Engagement



Open Rate



Click-Through Rate



Conversion Rate



Revenue per Message

Lots of companies sell marketing clouds...
Listrak delivers results.

Email | Marketing Automation | CRM | Predictive Analytics | SMS



Thank You!



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Ross Kramer

ross.kramer@litrak.com

717-625-7843